

Jo Lammert

Producer, Project Manager, Event Organizer

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Education

University of Texas at Austin – Master of Science, Information Science 2011

Specialization in digital libraries, usability, information architecture

Capstone: Digitizing, Defining and Organizing the Texas Film Commission Archives

Supervisor: Dr. Unmil Karadkar

University of Texas at Austin – Bachelor of Science, Radio-Television-Film 2007

Specialization in film/TV production, screenwriting

Skills & Abilities

Office, Adobe Suite, XHTML, CSS, PHP, XML, SQL, CMS

Agile Development

Intermediate Spanish, beginner Japanese

Baking (personal baking project, JoBagel.com)

Expertise in film, games, new media, digital archives, digital collections, taxonomy, cataloging, project management, marketing, community management, event organization.

Relevant Experience

Program Manager – Private Division (Seattle, Washington) 2018- present

Private Division is a developer focused videogame label, publishing independent games from renowned creative talent. In this role, I act as the point of contact for our platform partners on both console and PC, and coordinate between them, the development teams, and the Private Division production team to ensure smooth and successful releases.

Freelance Producer 2017-2018

I worked with small game teams in a variety of roles as needed, with a focus on project management and project marketing. Worked with animation studio Mighty Coconut on their Indiecade selected game *Laser Mazer*, along with their AR game *57°North*. I also worked as a producer on an unannounced project with another Austin team.

Relevant Experience (cont.)

Animation & Video Game Liaison – Texas Film Commission (Austin, Texas) 2015- 2017

I served as a public resource for the animation, video game, and VFX industries of Texas. My work focused on growing, fostering, and promoting these industries for the state. I developed and implemented strategic plans to increase Texas' market share in the animation and video game production industries, and managed programs to analyze the economic impact of these industries. Additionally, I worked to support educational facilities with animation/game-centric programs (along with efforts that are in the development/planning stages to build such programs), and educated the public about the scope of these industries in Texas.

Studio Director/Producer – White Whale Games (Austin, Texas) 2011 – 2016

I co-founded game studio White Whale, and oversaw day-to-day operations, spearheaded project management (utilizing an agile project development method), managed marketing, web content, and all business development. Our mobile project *God of Blades* was TouchArcade's iPhone/iPad Action Game of the Year.

White Whale projects (as Producer) include:

- *MONSTROCARDS* (2015)
- *Slayers* (2013)
- *God of Blades* (2012)
- *Psychic Frog* (2012)

Digital Media Coordinator – Thinkery (Austin, Texas) 2013 – 2015

I created and managed the website, web content and entire digital presence of this Austin children's museum through social media channels and social media marketing. I also produced and distributed digital content like videos, photographs, as well as regularly wrote and edited blog content.

Relevant Experience (cont.)

Organizer – Juegos Rancheros (Austin, Texas) 2012 – 2015

Juegos Rancheros is a community for the creation and appreciation of independent and artistic games through regular public events, cultural outreach and workshops. As an organizer, I helped plan and curate events.

Juegos Rancheros events organized include:

- *Fantastic Arcade, Austin, TX (2013-2014)* - <http://fantasticarcade.com/>
- *Space Cowboy Arcade Popup @ Marfa Film Fest (2014)*- <http://juegosrancheros.com/350/news/greetings-from-the-space-cowboy-arcade/>
- *Nation of Indies (2013)* - <http://nationofindies.com/>
- *Monthly Juegos Rancheros Meetups, Austin (2012-2015)* - <http://juegosrancheros.com/>

Studio Manager – Pushstart (Austin, Texas) 2012 – 2013

Assisted with research and consulting projects for this product design and development agency. Oversaw administrative tasks, recruiting, event planning, and oversaw all social media marketing

Library Page – Briscoe Center for American History (Austin, Texas) 2009 – 2011

Located and gathered historic resources from our closed library stacks. Procured relevant newspaper and magazine articles, pamphlets, ephemera, and promotional materials to add into the vast collection of reference files.

Human Operations Assistant – Exopolis (Los Angeles, California) 2008

Created and managed a filing system for project archives (reels, visual material, and project breakdowns). Designed and organized a new company handbook for new employees following a company merger. Managed and updated all client information using Salesforce.

Production Assistant – Bold and the Beautiful (Los Angeles, California) 2007

Assisted in day-to-day operations of the production, publicity and casting offices. Distributed scripts, sorted mail, categorized actor submissions, handled heavy phone call activity. Evaluated archive of thousands of photos to identify, tag and label current and former cast members.

Selected Presentations & Speaking Engagements

Digital Kids Summit, September 2017

Austin, Texas

Keeping Austin Weird: How Austin animation breaks the rules, defies the norms, and finds success (Panelist)

SXSW, March 2017

Austin, Texas

Texas Game Development Meetup (Moderator)

University of Texas at Austin, Department of Radio-Television-Film/UT3D, October 2016

Austin, Texas

Immersive Media: Changing the World with VR, AR & 360 Video (Panelist)

Austin Games Conference, September 2016

Austin, Texas

State of Games in the State of Texas (Presentation)

Austin Mobile & Indie Game Dev Meetup, August 2016

Austin, Texas

Local Resources for Indie Game Devs (Presentation)

Texas Women in Games Conference, February 2016

Austin, TX

Resources Roundtable (Moderator)

Dallas Society of Play, September 2015

Dallas, Texas

Game Development and Community Organizing (Presentation)

Power On for Texas Film, Interactive & Tourism, November 2014

Corpus Christi, Texas

Interactive Industries. Finding Creative Work Outside of Major Metroplexes (Panelist)

Refresh, May 2013

Austin, Texas

Building a video game company through social capital (Presentation)

Selected Interviews & Press Mentions

“Austin Game Conference attracts 800 in its return,” Austin-American Statesman, September 22, 2016.

<http://www.512tech.com/technology/austin-game-conference-attracts-800-its-return-putsfocus-mixed-reality-esports-and-making-living/ov9mvGLMPqDf0vGrYaZyhK/>

“Drawing Conclusions with Monstrocards,” Austin Chronicle, June 14, 2015.

<https://www.austinchronicle.com/daily/screens/2015-06-14/drawing-conclusions-withmonstrocards/>

“Celebrating the Super Weird With Austin’s Indie Gaming Champions,” VICE, March 19, 2015.

https://waypoint.vice.com/en_us/article/mvbpmn/celebrating-the-super-weird-withaustins-indie-gaming-champions

“Austin Paradise,” The Gameological Association, August 6, 2013.

<http://gameological.com/2013/08/austin-paradise/>